

1           **BATHAEE DUNNE LLP**  
2           Yavar Bathaee (CA 282388)  
3           Andrew C. Wolinsky (CA 345965)  
4           445 Park Avenue, 9th Floor  
5           New York, NY 10022  
6           Tel.: (332) 322-8835  
7           yavar@bathaeedunne.com  
8           awolinsky@bathaeedunne.com

9           **BATHAEE DUNNE LLP**  
10          Brian J. Dunne (CA 275689)  
11          Edward M. Grauman (admitted *pro hac vice*)  
12          901 S. MoPac Expressway  
13          Barton Oaks Plaza I, Suite 300  
14          Austin, TX 78746  
15          Tel.: (213) 462-2772  
16          bdunne@bathaeedunne.com  
17          egrauman@bathaeedunne.com

18          *Interim Co-Lead Counsel for the Advertiser  
19          Classes*

20           **SCOTT+SCOTT ATTORNEYS AT LAW  
21           LLP**

22          Amanda F. Lawrence (admitted *pro hac vice*)  
23          Patrick J. McGahan (admitted *pro hac vice*)  
24          Michael P. Srodoski (admitted *pro hac vice*)  
25          156 South Main Street, P.O. Box 192  
26          Colchester, CT 06415  
27          Tel.: (860) 537-5537  
28          alawrence@scott-scott.com  
29          pmcgahan@scott-scott.com  
30          msradoski@scott-scott.com

31           **SCOTT+SCOTT ATTORNEYS AT LAW  
32           LLP**

33          Patrick J. Coughlin (CA 111070)  
34          Carmen A. Medici (CA 248417)  
35          Hal D. Cunningham (CA 243048)  
36          Daniel J. Brockwell (CA 335983)  
37          600 W. Broadway, Suite 3300  
38          San Diego, CA 92101  
39          Tel.: (619) 233-4565  
40          pcoughlin@scott-scott.com  
41          cmedici@scott-scott.com  
42          hcunningham@scott-scott.com  
43          dbrockwell@scott-scott.com

44           UNITED STATES DISTRICT COURT  
45           NORTHERN DISTRICT OF CALIFORNIA  
46           SAN FRANCISCO DIVISION

47          MAXIMILIAN KLEIN, et al.,

48           Case No. 3:20-cv-08570-JD

49          Plaintiffs,

50           Hon. James Donato

51          vs.

52           **DECLARATION OF KEVIN  
53           KREITZMAN**

54          META PLATFORMS, INC.,

55          Defendant.

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1 I, Kevin Kreitzman, declare and state as follows:

2       1. I am a Managing Director at Berkeley Research Group, LLC. I have served as a  
3 Principal at the ERS Group, a Director in the Forensics and Litigation practice at KPMG LLP, and  
4 as a Senior Economist at LECG. I have been a lecturer at several universities, most recently at the  
5 University of California at Berkeley, where I developed and taught courses in Corporate Finance  
6 and Business Valuation using an economic profit methodology and Estimating Damages in  
7 Litigation for the University of California at Berkeley Extension. I have personal knowledge of the  
8 facts set forth in this declaration and, if called as a witness, could and would testify competently to  
9 such facts under oath.

10      2. I have been asked by counsel for Advertiser Plaintiffs in the above-captioned  
11 litigation to provide certain expert opinions in connection with Advertiser Plaintiffs' motion for  
12 class certification.

13      3. Attached hereto are the two reports I have prepared in connection with this  
14 assignment: the Expert Report of Kevin Kreitzman, (**Exhibit A**) and the Reply Report of Kevin  
15 Kreitzman, (**Exhibit B**).

16      4. The attached reports accurately reflect my opinions on the matters contained therein.

17  
18 I declare under penalty of perjury that the foregoing is true and correct.

19 Executed on 9/14/2023, in Winter Haven, FL.

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21   
22 Kevin Kreitzman

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